

MEMO

DATE: December 6, 2007

TO: Community, Economic and Human Development

FROM: Pria Hidisyan, Senior Regional Planner, 213-236-1953, hidisyan@scag.ca.gov

SUBJECT: Compass Blueprint Demonstration Project: City of Coachella

BACKGROUND:

A key component of the Compass Blueprint Work Program in FY 2006-07 has been the continuation and expansion of Demonstration Projects in partnership with member cities throughout the SCAG region. The recently completed **Coachella Sphere of Influence Sustainability Project** in partnership with the city of Coachella illustrates many of the tools and resources we have available through the program.

Poised to double in size through annexation of its sphere of influence, the City of Coachella is in a position to define a new image and a new reality for itself.

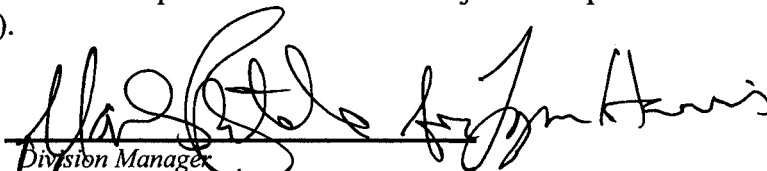
This Compass Blueprint project is the first step in evaluating key planning issues and proposing appropriate and creative physical, policy, economic, and social solutions. The recommendations report is a summary of the work completed for the project, and provides design concepts for circulation and land use within the study areas as well as policy recommendations. The report presents:

- Regional and site-specific background information for the City of Coachella and the selected study areas;
- Summary of the strategic framework session and the City's perspective with regard to growth;
- Synopsis of guiding principles for growth;
- Circulation and land use concepts that integrate the various focus areas of the City; and
- Implementation principles and recommendations for managing and directing incremental growth over the next 20 years.

FISCAL IMPACT:

Work associated with the Compass Demonstration Projects is captured in the current Overall Work Program (07-291.SCGC1.2).

Reviewed by:


Division Manager

Reviewed by:


Department Director

Reviewed by:


Chief Financial Officer

SOUTHERN CALIFORNIA

City of Coachella
Strategic Framework & Priorities

ASSOCIATION OF
GOVERNMENTSSOMERSET
BLUEPRINT
Leading the way

Strategic Framework & Priorities

A Recommendations Report
for the City of Coachella

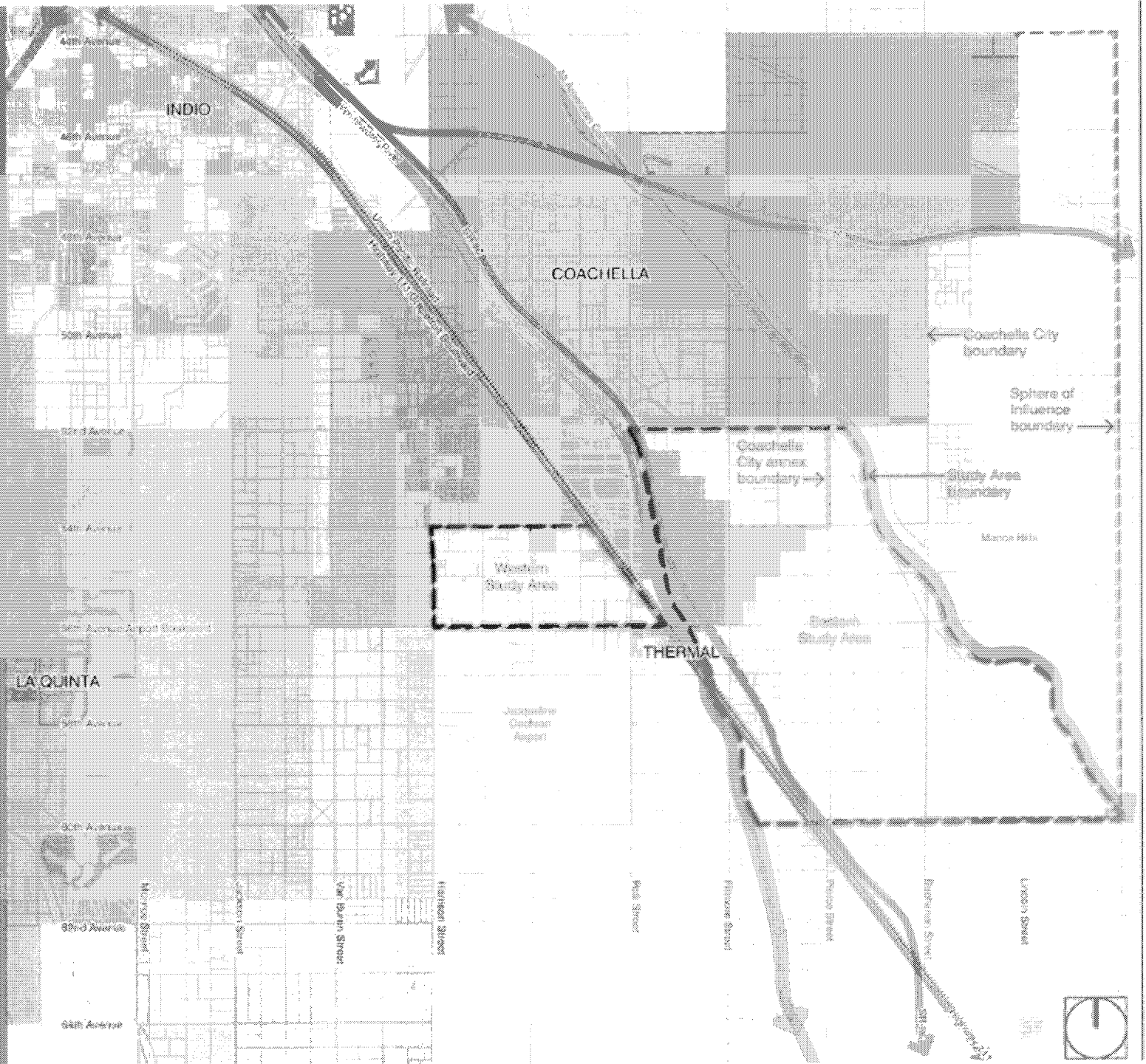
January 3, 2008

Karen Gulley
Director
The Planning Center

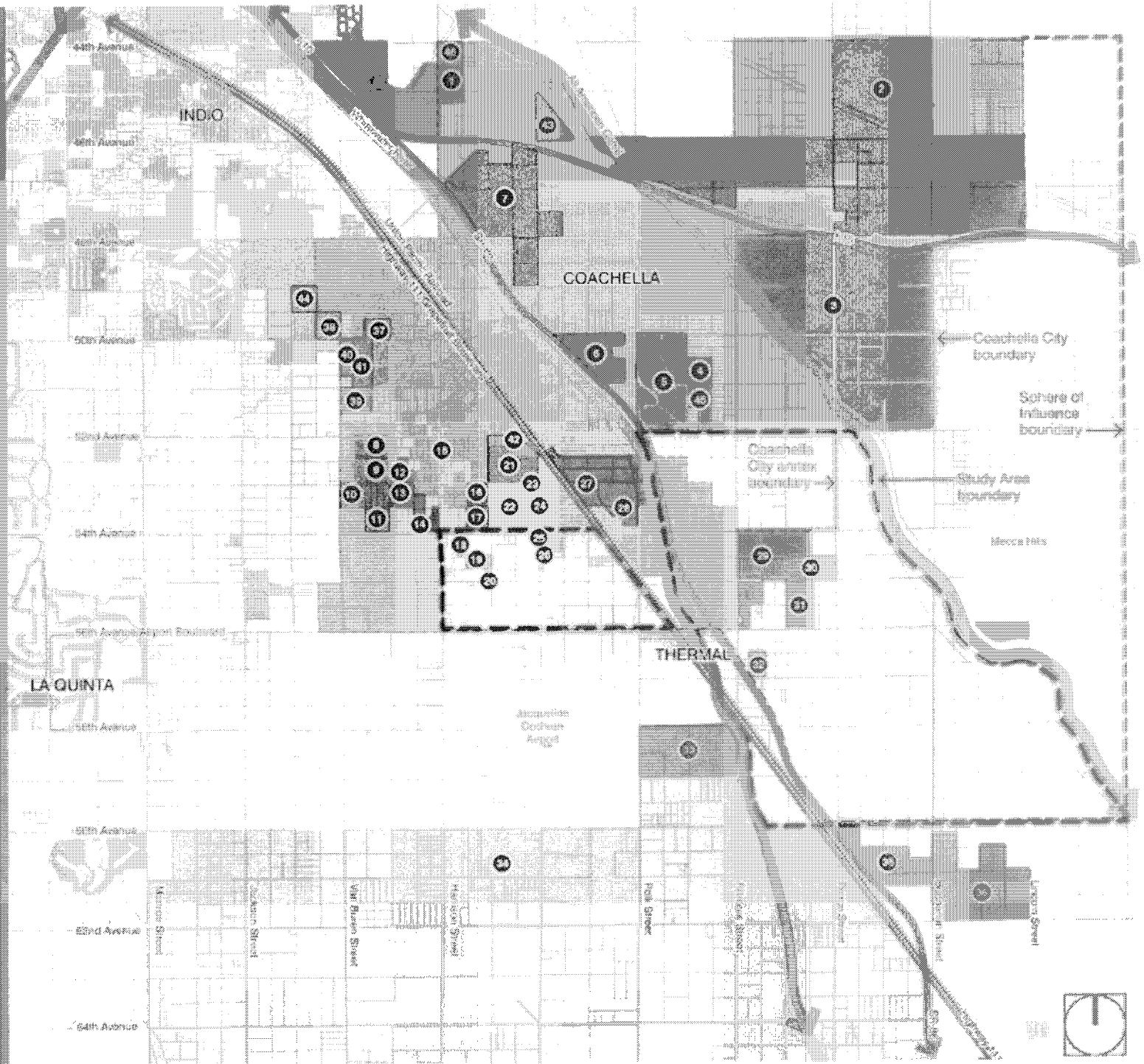
Project Objectives

- To assist City leaders in defining a vision for growth
- To provide recommendations concerning jobs and economic development
- To provide alternative land use and circulation recommendations
- To provide a comprehensive perspective on growth management

Local Vicinity



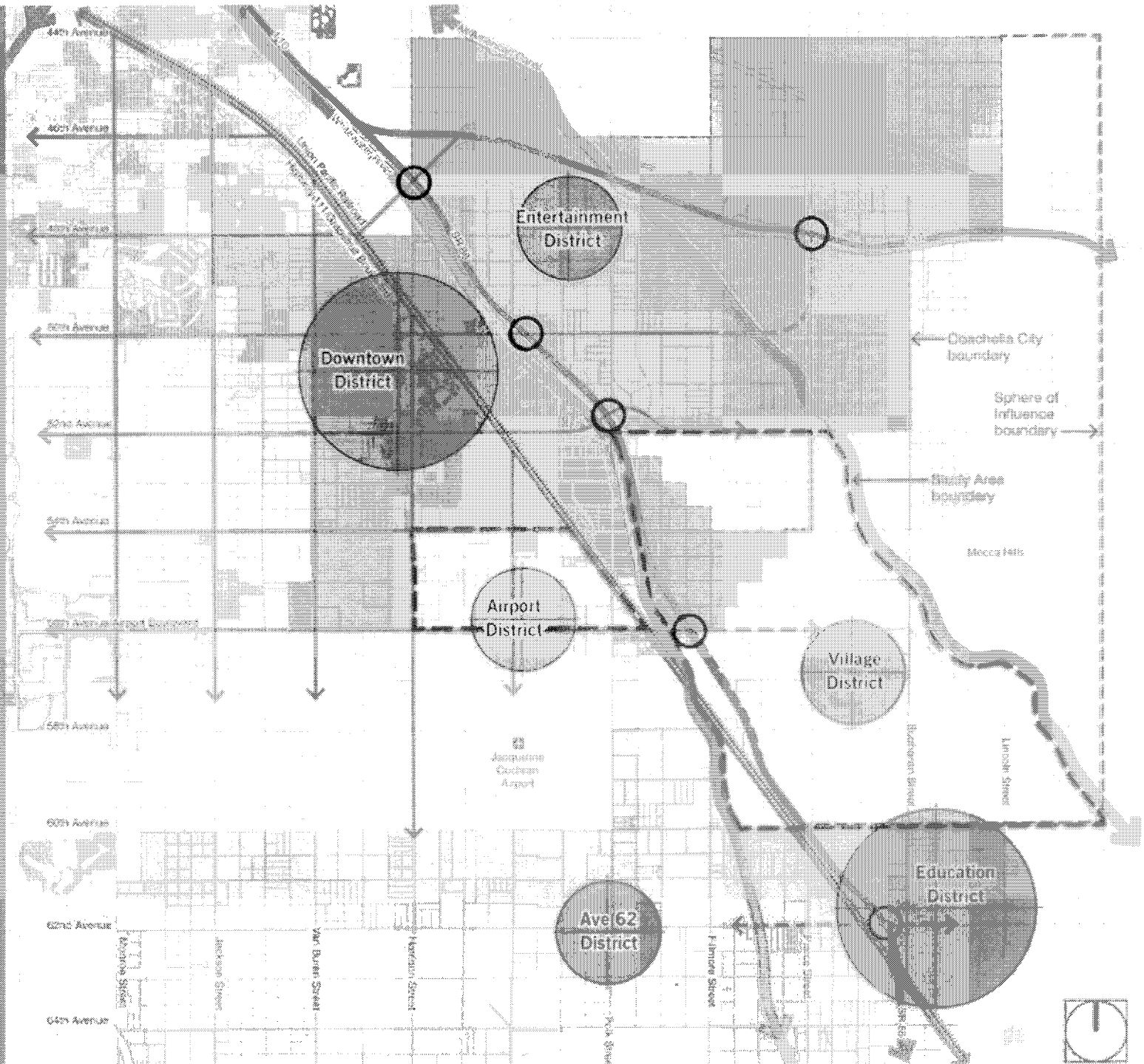
Development Projects



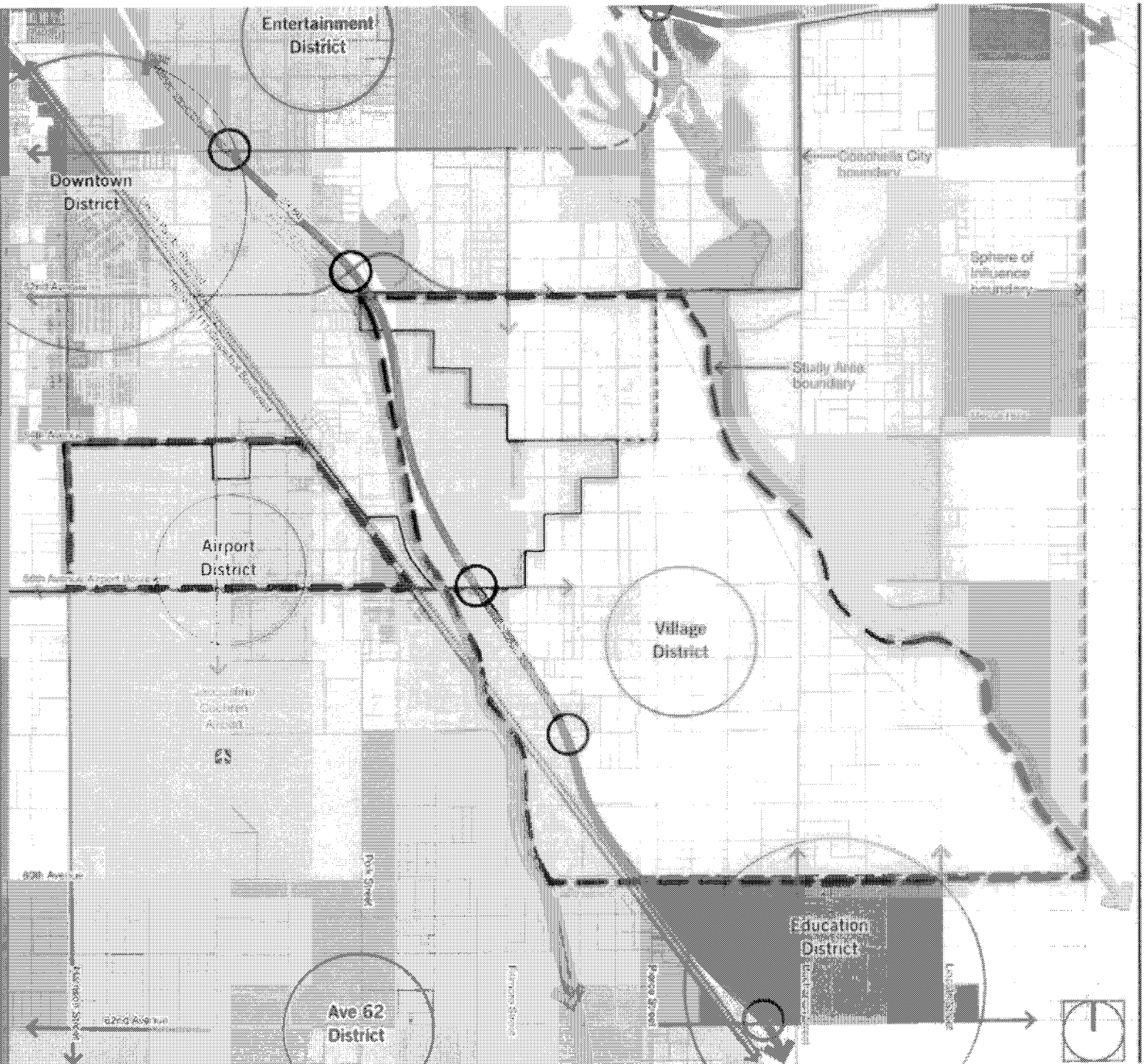
Development
Project Reference

Proposed or approved project as of August 2007:

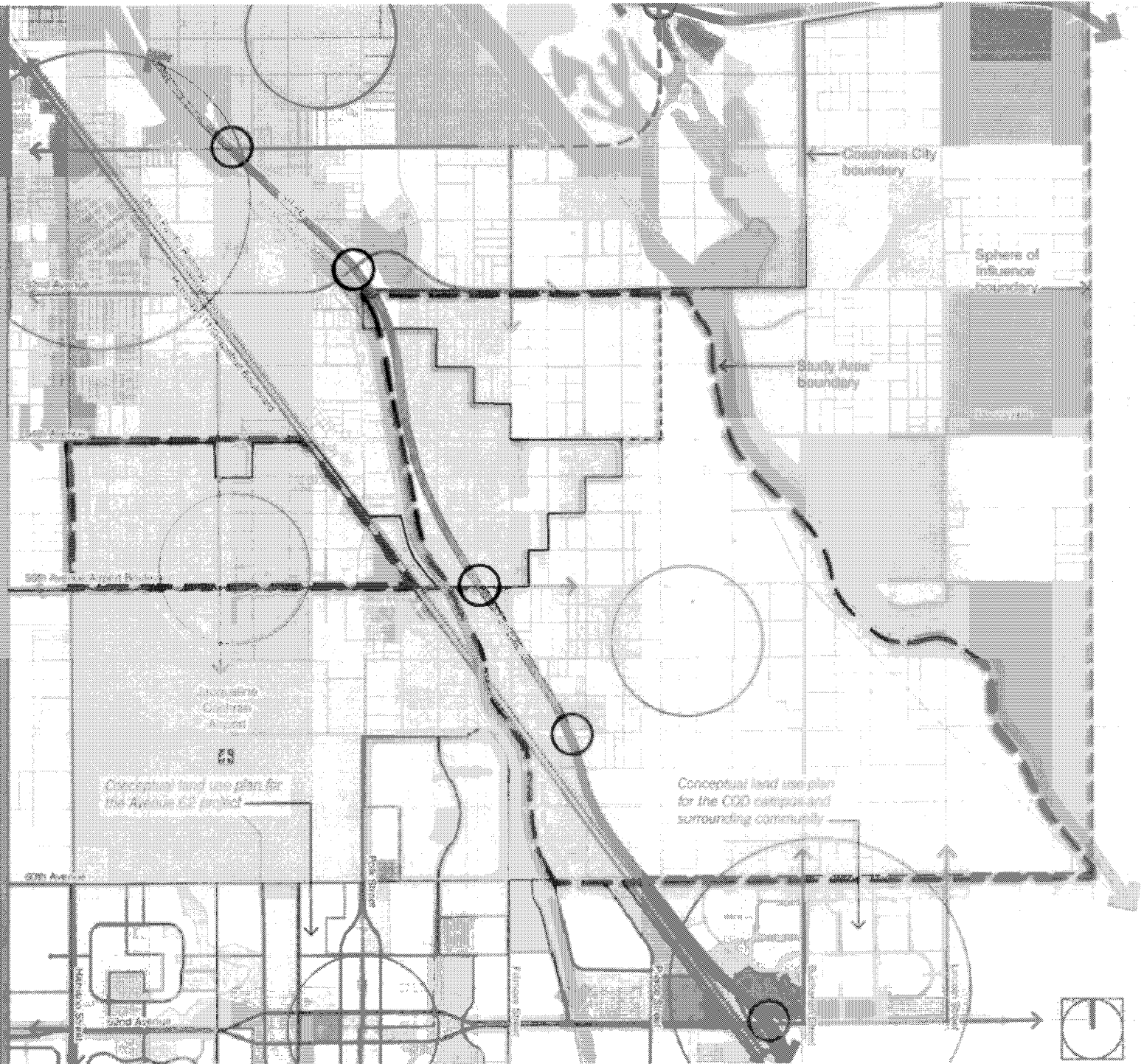
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|-----|--|-----|---|
| 1. | Cabazon Band of Mission Indians development. 295 single-family units, golf course, commercial | 26. | California Plastering |
| 2. | Lennar Desert Lakes. 7,300 single-family units, golf course, commercial uses | 27. | Enterprise Way Business Park |
| 3. | Lomas del Sol Specific Plan. 1,877-acres; 8,000 units on 919 acres, 175 acres commercial, 75 acres hotel, 708 acres recreation | 28. | Rancho Coachella Business Center, includes Fulton Distribution Center and offices |
| 4. | 129 single-family unit subdivision | 29. | Coachella Vineyards Specific Plan: 807 units |
| 5. | 348 5-acre Specific Plan: 842 single-family units, 244 multifamily units, school | 30. | Van Buren: 272 single-family unit subdivision |
| 6. | 477 single-family unit subdivision | 31. | Future Coachella Valley Unified School District (CVUSD) School |
| 7. | Shadow View Specific Plan: mixed-use development | 32. | RC PM32036 |
| 8. | 160 single-family unit subdivision | 33. | RC SP00369 |
| 9. | 169 single-family unit subdivision | 34. | Avenue 62 project |
| 10. | 369 single-family unit subdivision | 35. | RC SP00350 |
| 11. | 152 single-family unit subdivision | 36. | College of the Desert (COD) East Valley Educational Center |
| 12. | 115 single-family unit subdivision | 37. | 112 unit subdivision |
| 13. | 80 single-family unit subdivision | 38. | 171 unit subdivision |
| 14. | 95 single-family units & 14 acres commercial | 39. | 252 unit subdivision |
| 15. | 2 medical buildings | 40. | 108 unit subdivision |
| 16. | 125 single-family units on 30 acres | 41. | 232 unit subdivision |
| 17. | 282 unit subdivision | 42. | 150 unit subdivision |
| 18. | RC PP21358 | 43. | 387 unit subdivision |
| 19. | RC PM35408 | 44. | 138 unit subdivision |
| 20. | RC PP22498 | 45. | 212 unit subdivision |
| 21. | 269 single-family unit subdivision | 46. | 140 unit subdivision |
| 22. | 349 single-family unit subdivision | | |
| 23. | Armtec Defense Products | | |
| 24. | Precision Gunit | | |
| 25. | Santa Rosa Design Center | | |



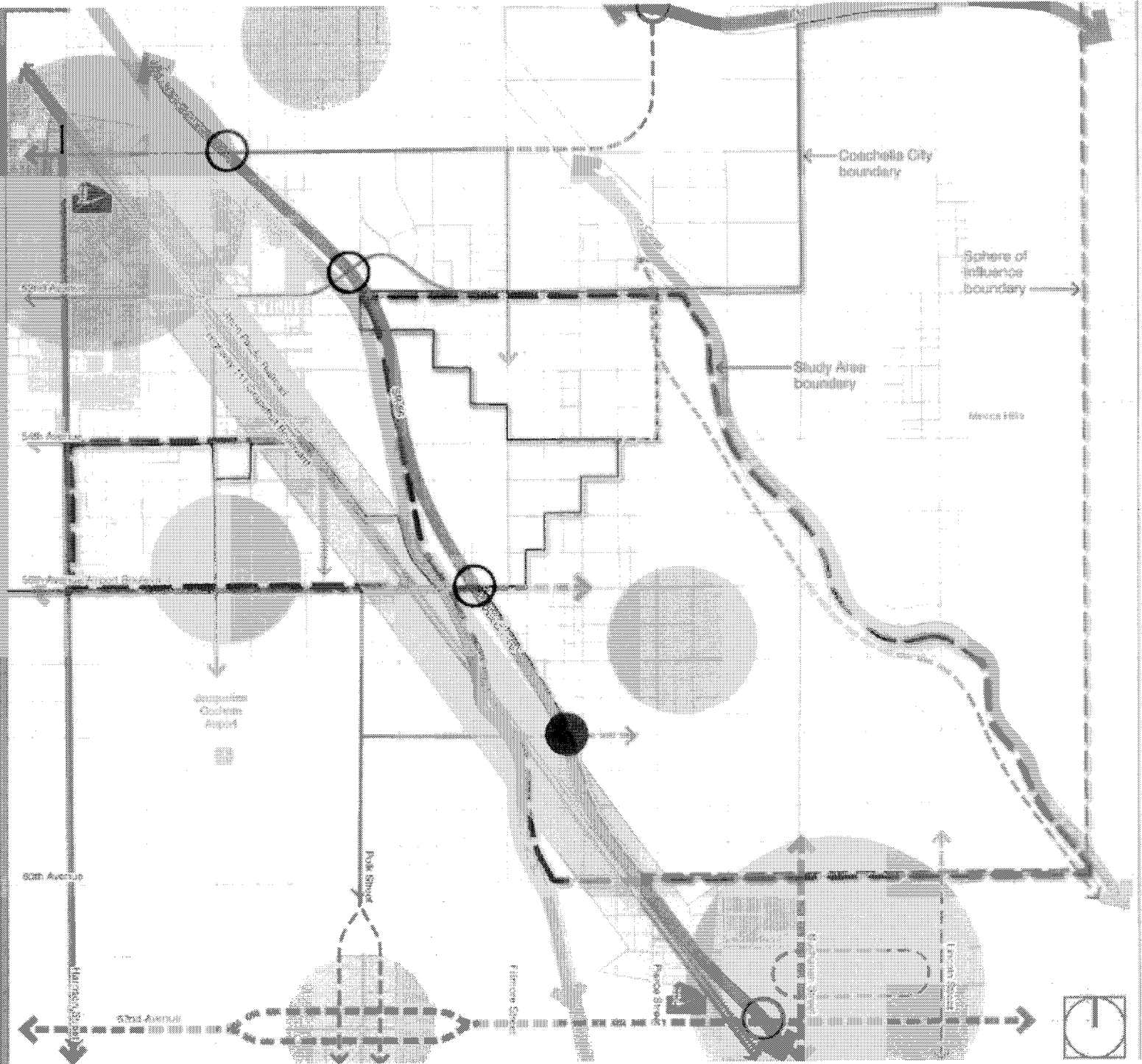
General Plan Land Use Map



Land Use Context



Circulation Concept



Residential uses provide a transition to industrial areas. Greenbelt acts as a buffer between the residential and industrial areas.

Minor village nodes are distributed throughout the study area.

Industrial and office uses buffer SR-86.

Conchella City boundary.

A range of residential densities are dispersed throughout the study area—higher densities are clustered around node areas.

Study Area boundary.

Sphere of influence boundary.

Provide node for the Airport District, either at the airport entrance or closer to Thermal.

60th Avenue Airport Boulevard.

Take advantage of regional retail opportunities at the SR-86 interchange.

Neighborhood parks complements existing Equestrian Center across Airport Boulevard.

A portion of the existing Date Gardens may become an icon for the surrounding community and passing traffic along SR-86.

A system of trails and greenbelts connect the All American Canal and Whitewater River, in addition to providing connectivity throughout the study areas.

Amplified trail parallels the All American Canal.

Days Village District node is centrally located within the eastern study area.

Spine road serves development east of SR-86.

Minor village node located along the spine road.

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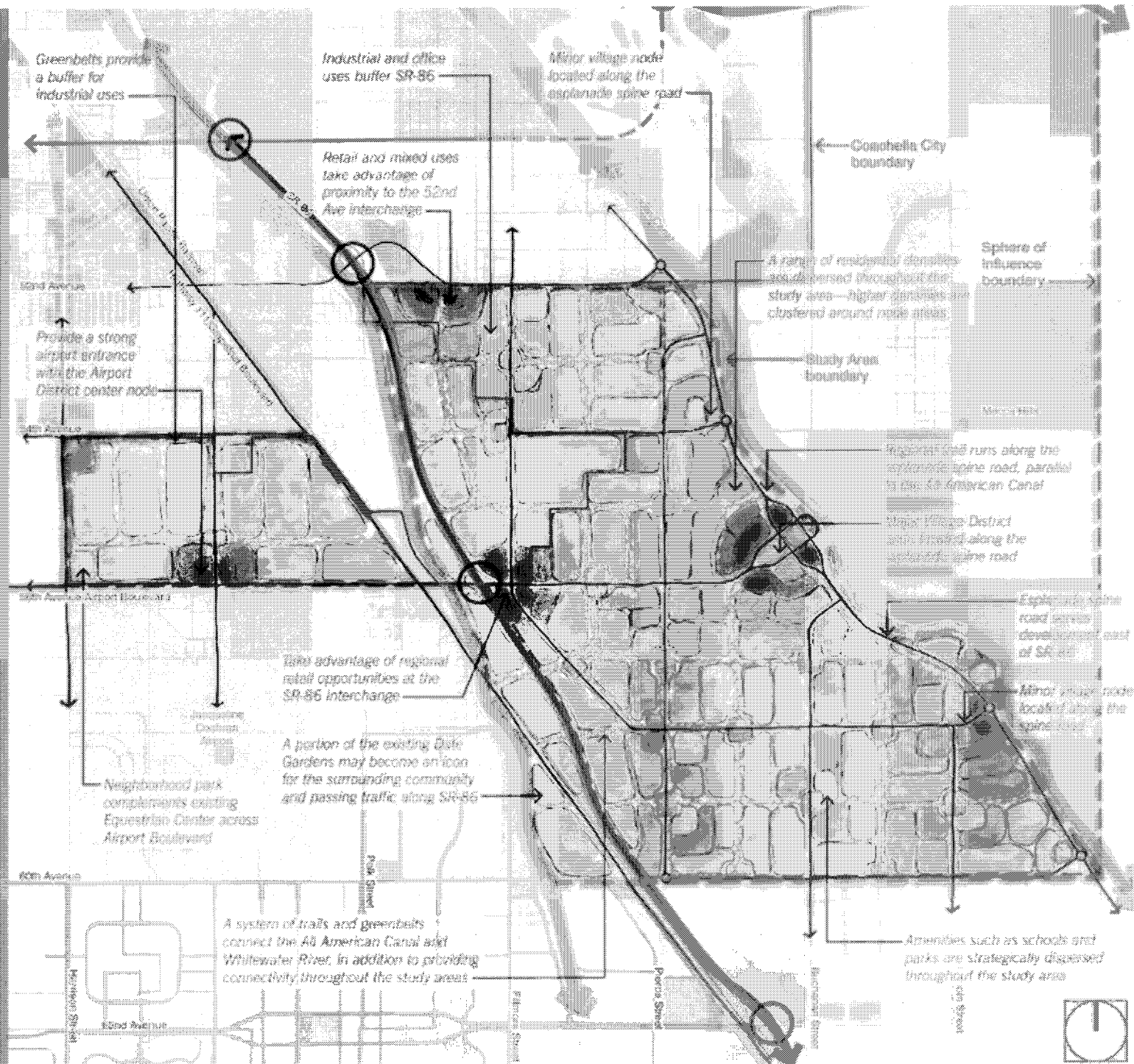
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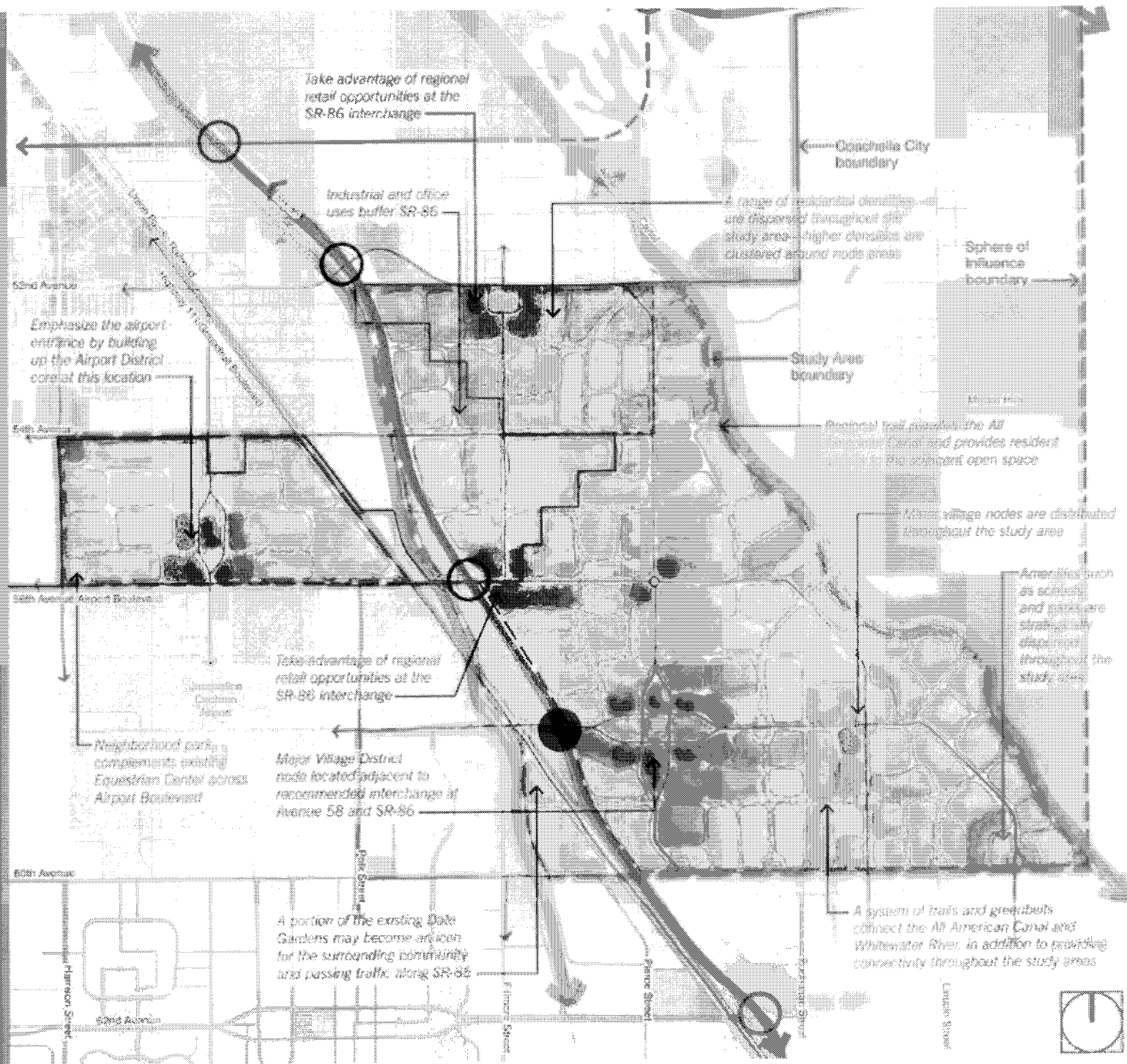
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Concept B: Esplanade Road



**Concept C:
Avenue 58
Interchange**



Jobs and Economic Development Recommendations

- Reserve at least 3,000 acres for employment
- Focus efforts on improving labor force skills, education and training
- Create flexible, performance-based zoning and standards for employment areas
- Capitalize on transportation infrastructure
- Allow for and encourage multifamily and workforce housing
- Require sustainable neighborhood design

Next Steps for Coachella

- Updating the General Plan
- Pursuing Annexation of Key Areas and Planning Infrastructure for Sphere
- Adopting “Green” Requirements for Landscaping and Drainage Solutions
- Updating Park Requirements
- Continue coordination with County on planning for South County Region